

ABSTRACT OF THE DISCLOSURE

A computer method and system for electronic shopping that, without load or reload of browser pages, allows immediate add or change of item quantity and display of transaction amounts. A
5 vendor can choose to include any number of item order pages, category order pages, or order summary pages that show the associated current item selection upon page load. An optional running subtotal enhances performance while using recorded data ensures reliability. Optional components accelerate and aid in the order process. Detailed and pictorial item information, if included, can be displayed throughout. Advertisement can be presented in intermediate referring pages used for
10 updates, and in a mouse-over preview window when it is not being used for selection and verification. Web site vendors can obtain an accurate picture of user behavior and interests. The system can be implemented on a network, off-line using a portable medium, or obtaining partial information from a network.

09377094-06101